

Distillery modern Age



NOVEMBER 8, 2019 | MODERN DISTILLERY AGE

VOLUME 10 | NUMBER 34

Scotch Miniature Sells for £4,000

A 50-ml bottle of Old Orkney Real Liqueur Whisky recently sold for £4,000 in an online auction held by Whisky.Auction. This may be the highest ever paid at auction for a whisky miniature.



The whisky was distilled and bottled in the 1920s or 1930s by Stromness Distillery on the mainland part of Orkney in Scotland. Stromness distilled from 1817 until 1928. The whisky was part of a collection of 84 miniatures from one seller who paid about \$129 for the entire lot of blended Scotch whiskies and single malts bottled in the first half of the 20th century at auction in Brighton, England, in 1979. The whiskies came from The Macallan, Johnnie Walker, The Tomatin and The Dalmore.

Global Rum Market Revenue Expected to Increase to \$ 18,126.8 Million by 2026

Special to Modern Distillery Age by Persistence Market Research

In terms of value, the global rum market is projected to register a steady CAGR of 2.2% during the forecast period due to various factors, regarding which the study offers vital insights in detail.

Scope of the Report

The rum market is segmented on the basis of nature, rum type, proof type, distribution channel and region. On the basis of nature, the global rum market is segmented into organic and conventional. The conventional segment is expected to account for a significant revenue share in the global rum market in terms of both value and volume owing to limited points of differentiation between conventional and organic rum, in addition to organic certified rum being available at a significant premium. However, the organic segment is expected to grow at a robust CAGR in the near future in the global rum market. On the basis of rum type, the global rum market is segmented into white rum, golden rum, dark rum and spiced rum. Among all the different types of rum, white followed by golden rum is expected to dominate the global rum market in the near future owing to increasing number of consumers across various regions demanding such products.

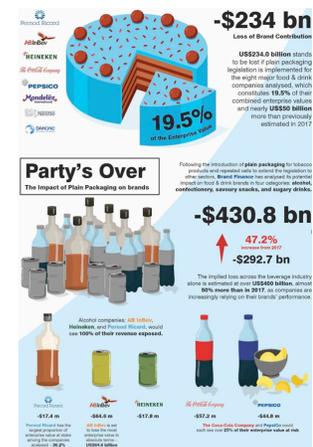
On the basis of proof type, the global rum market is segmented on the basis of standard and over-proof. The standard rum segment is expected to dominate the global rum market in the near future.

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More Than \$400 Billion at Stake in Beverage Industry from Plain Packaging

Special to Modern Distillery Age by Brand Finance

Following the introduction of plain packaging for tobacco products and repeated calls to extend the legislation to other sectors, Brand Finance has analyzed the potential impact of such a policy on food and beverage brands in four categories: alcohol, confectionery, savory snacks and sugary drinks. Responding to growing demand for more up-to-date analysis, this second iteration of the *Brand Finance Plain Packaging* report builds on the findings of the original 2017 report.



Eight major brand-owning companies are predicted to lose a total of \$234.0 billion, with alcohol and sugary drinks brands the most vulnerable. Given the growth of brand values over the last two years, the estimation is nearly \$50 billion larger than the \$186.7 billion calculated in 2017, when the first study was conducted.

Alcoholic drinks producers like Heineken, AB InBev and Pernod Ricard would see 100% of their revenues exposed to the legislation, jeopardizing the current business model.

Pernod Ricard, at 36.2%, has the largest proportion of enterprise value at stake. Similar to other drinks giants, AB InBev and The Coca-Cola Company are both set to lose over a quarter of their enterprise value. They are also the two corporations in the study with most absolute value at risk: \$64.6 billion and \$57.2 billion, respectively.

PepsiCo, owner of popular snack brands such as Lay's, Doritos and Cheetos, as well as its iconic eponymous soft drink brand, would see over two-thirds of its

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Plain Packaging

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brands affected by legislation, the highest proportion of any company outside of alcoholic beverages.

An extrapolation of the results to all major alcohol and sugary drinks brands points towards a potential loss of \$430.8 billion for the beverage industry globally.

The estimates refer to the loss of value derived specifically from brands and do not account for further potential losses resulting from changes in price and volume of the products sold or illicit trade. Therefore, the total damage to businesses affected is likely to be higher.

This should raise concerns not only for brand owners, but also for governments, policy makers, marketers and campaigners.

"Since we produced the first *Brand Finance Plain Packaging* report in 2017" said David Haigh, CEO of Brand Finance, "a number of other countries have either implemented — or legislated for — plain packaging for tobacco products. With health advisors labelling obesity 'the new smoking,' it is not surprising that there have been repeated calls for this type of legislation to be expanded into the food and drinks sectors. It is obvious, however, that this would severely damage these companies' business values.

"However, the predicted loss of brand contribution to companies at risk is just the tip of the iceberg. Plain packaging would also lead to losses in the creative industries, including design and advertising services, which are heavily reliant on FMCG contracts."

Background

Plain packaging is often referred to as a branding ban or brand censorship. By imposing strict rules and regulations, the legislator requires producers to remove all branded features from external packaging, except for the brand name written in a standardized font, with all surfaces in a standard color.

An increasing number of countries are introducing strict regulations on the marketing and advertising of food and drink products in an attempt to prevent obesity and lifestyle diseases. With calls for more intrusive measures growing, the prospect of further applications of plain packaging looks increasingly likely.

In 2015, the WHO-backed *Tobacco Atlas* called for extending plain packaging to alcohol and some food and drink products.

In 2016, Public Health England released a report calling for plain packaging to be considered for alcohol. In October last year, Ireland passed a bill to introduce mandatory, sizeable health warning labels on all alcohol products, cautioning against the risk of cancer. Earlier this year, U.K. think tank, the Institute for Public Policy Research, called for plain packaging to be extended to all confectionary, crisps and sugary drinks, to put them on 'a level playing-field with fruit and vegetables'.

The *Brand Finance Plain Packaging 2019* report is available [here](#).

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Global Rum Market

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On the basis of distribution channel, the global rum market is segmented into direct and indirect sales channel. The direct sales channel includes sales of rum directly to end use segments such as the foodservice industry, hospitality, institutional and other segments typically bypassing traditional channels. This segment is expected to grow at a significant CAGR in the global rum market. The indirect sales channel segment is further segmented into liquor shops, hypermarkets/supermarkets and online retail. On the basis of region, the global rum market is segmented into North America, Latin America, Europe, Asia Pacific and Middle East & Africa.

APAC Region Critical for Key Players in the Rum Market

The rum market in Asia Pacific region is expected to register significant growth rates between 2018 and 2026. APAC is expected to remain the largest market through 2026, followed by Europe. India is expected to account for lucrative growth within the Asia Pacific market. Other markets such as China, Japan, Philippines and Australia are also anticipated to have a significant impact on the market growth owing to large consumer base and demand for rum. The North America market is one of the mature markets in the global rum market. Popularity of alcoholic drinks among adolescents and Millennial population is driving the market growth in this region.

Higher Consumer Propensity to Spend on Alcoholic Beverages Key Growth Driver

Increasing per capita spending on alcoholic beverages in developing regions supported by strong economic growth are expected to drive the global rum market over

the forecast period. Traditionally, alcoholic drinks were consumed largely by men, however, today the popularity of alcoholic drinks among women has also increased to a greater extent, thus contributing towards the growing market for rum in the near future.

Global Rum Market: Competition Dashboard

The report covers trends and other key aspects specific to rum and offers analysis and insights into the potential of the rum market in specific regions. Detailed profiles of the providers are also included in the scope of the report to evaluate their long-term and short-term strategies, key offerings and recent developments in the rum space.

Rum key players include Bacardí, Diageo, Pernod Ricard, Admiral Nelson's Rum, William Grant & Sons, Remy Cointreau, Maine Craft Distilling, Lyon Distilling, Westerhall Rums, Cayman Spirits, Hampden Estate Rum Tours, Halewood International Holdings, Mount Gay Distilleries, Suntory Holdings and The Westbourne Drinks Co.

Global Rum Market: Key Insights

The growth of the rum market is supported by increasing numbers of Millennials demanding alcoholic beverages with high alcohol content across the globe. Changing lifestyle and perception of consumers towards alcoholic drinks that relax one's state of mind have resulted in immense market opportunity for the market growth of rum.

These insights are based on the report *Global Rum Market* by Persistence Market Research, available [here](#).

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Ben E. Keith Beverages Buys Artisanal Beverage Distributor

Ben E. Keith Beverages in Fort Worth, Texas, has acquired Dallas-based Artisanal Beverage Distributor's assets, adding 20 suppliers to its lineup of spirits and expanding its spirits distribution footprint statewide.

Founded by Jeff Daniels and Mark Monfrey in 2014, Artisanal Beverage Distributor's portfolio includes bourbon, whiskey, scotch, gin, tequila, mezcal, rum and vodka, as well as specialty liqueurs and mixers. Ben E. Keith Beverages recently announced an agreement with Fort Worth's Blackland Distillery to distribute its gin, vodka, bourbon and whiskey throughout Texas. Prior to that, Ben E. Keith Beverages' first spirits deal was in 2017 with Deep Ellum Vodka, followed by Deep Bay Spirits and Austin's Frankly Organic Vodka in 2019.

With this expansion, T.J. Samuelson will lead a new spirits-focused department as Texas Spirits Manager. Both Daniels and Monfrey will be joining the company.

"This full-scale move into the spirits market solidifies Ben E. Keith's standing as a top wholesaler of premier beverages and provides a dedicated and focused department to growing our spirits business throughout Texas," said Kevin Bartholomew, President of Ben E. Keith Beverages. "This strengthens our foothold in the space and complements our largest supplier partner Anheuser-Busch's growth into spirits."

In February 2019, Anheuser-Busch InBev (AB InBev), the world's largest brewer, made its first foray into the spirits category with the purchase of San Diego-based Cutwater Spirits.

"Teaming up with Ben E. Keith Beverages allows us to build on the popularity we've seen over the past decade in the spirits industry, particularly among Millennials, and gives our brands more exposure and availability than ever," added Daniels.

Terms of the sale are undisclosed.

Ben E. Keith Company was established in 1906 and began selling Anheuser-Busch products in 1933. Today, Ben E. Keith Company's Beverage Division is the third largest independent beer wholesaler in the country. With 14 sales and distribution centers, the company operates throughout

the state of Texas and distributes imported beers, craft beers, spirits, wines and nonalcoholic beverages.

The Council of Whiskey Masters Partners with Glencairn Crystal

The Council of Whiskey Masters, an education and certification body for expertise in whiskey, has formed a strategic partnership with Glencairn Crystal.

The Council of Whiskey Masters recently created a dedicated certification program for established and aspiring whiskey professionals, leading to the Level 1 title of "Certified Scotch Professional" or "Certified Bourbon Professional."

"These self-study programs offer specialized and rigorous qualifications through a demanding course of self-study and examination," according to a statement.

The exam can be taken anywhere in the world and has attracted whiskey industry leaders from the fields of education, distribution, journalism, production, judging and hospitality.

The Glencairn Glass is endorsed by the Scotch Whisky Association as the official glass for whiskey and is used by international whiskey and spirits producers, leading brands and hospitality outlets. Its development involved combining the expertise of master blenders from the five largest whiskey producers. Today, the Glencairn Glass can be found in nearly every distillery in Scotland and Ireland, with major growth in the U.S. and countries around the world with a strong whiskey culture.

"Glencairn is the perfect complement to our study and certification program," said Jörn Kleinhans, Executive Director of The Council of Whiskey Masters. "We are confident in recommending The Glencairn Glass to our candidates as the best whiskey glass to accompany their studies. It is important that our students not only become competent in whiskey, but also understand and appreciate the importance of using the best tools to enhance the whiskey drinking experience."

"Glencairn Crystal is excited to recognize the great opportunity of a world-wide consistent education path dedicated to whiskey," added Jason Kennedy, Sales Director at Glencairn Crystal. "The four-

level study and exam program provided by The Council of Whiskey Masters may assist the overall industry with a clear education path, as well as transparency on competence within the global whiskey professional community."

International Research Center for Spirits Innovation

In late October, a group of international master distillers, entrepreneurs and economists met in London to form the International Research Center for Spirits Innovation (IRCSI) and selected London as the new international headquarters.

Over 120 guests including celebrities, U.K.-based business leaders and international experts from the alcohol/spirits industries were on hand to support the global work of the IRCSI.

Based on the White Paper produced by Baijiu's Internationalization, the non-profit IRCSI will devote itself to finding sustainable development pathways for the spirits industry worldwide, promote innovation in spirits making and create an international forum for master distillers to exchange their thoughts, techniques and innovations.

At the event, the Luzhou Laojiao International Development Co. Ltd. (Hon Kong) and the Kylin Spirits Group (U.K.), signed a cooperation agreement with both companies committing themselves to cooperate in all aspects of overseas investments, mergers and the development/distribution of new products worldwide.



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40-80 Spirits Group

40-80 Spirits Group, a consulting, branding and marketing firm catering to entrepreneurs and celebrities looking to enter the distilled spirits industry, has been formed by Charles Vaughn, who has 20-plus years of experience as a brand owner and developer.



"I created 40-80 Spirits Group to provide entrepreneurs looking to break into the industry with a one-stop resource to help them get from concept to market," said Vaughn. "As a brand owner, I've personally experienced the challenges of developing a quality product and getting it into the market. As total sales, profits, and market share continue to rise in the craft spirits segment, emerging brands and entrepreneurs need experienced resources to make the leap from concept to market. The complex array of corporate, regulatory, operational and logistic issues can be viewed as a strong barrier to entry that would otherwise prevent would-be successful brands from coming to life."

40-80 Spirits Group will assist those looking to create new brands with consulting services covering corporate setup, regulatory and licensing, production, logistics, branding, marketing and brand activation.

"Having an experienced team on your side can reduce the time it takes to launch and save money by avoiding needless delays and mistakes," added Vaughn.

The company has the capability to create domestic or international products, an affiliate import business capable of importing and distributing product as well as international marketing, activation and distribution services.

"I've had several projects ask for assistance over the years," Vaughn said. "There simply isn't a relevant turn-key advisory solution available for people wanting to start a brand."

Bulleit Bourbon 3D Printed Sneakers

Bulleit Bourbon has released limited-edition 3D printed sneakers at the Bulleit 3D Printed Frontier Experience in Dallas, Texas. This is the latest iteration of the Bulleit Frontier Works project "that celebrates those who are pushing the frontier of their craft and who share the same pioneering spirit that Bulleit was founded on," according to a company statement.



With a Bulleit 3D printed bar as the backdrop, the sneakers were on display for the first time in Texas. Guests also tasted some of the world's first 3D printed cocktails.

Bulleit created the 3D printed sneakers in collaboration with industrial designers and manufacturers at Tangible Creative and Dallas-based artist Kyle Steed. The sneakers took more than 200 hours to develop.

The Bulleit 3D printed sneakers are available to purchase for \$250 via online sneaker retailer Sneaker Politics.

Prior to Dallas, the Bulleit 3D Printed Frontier Experience made stops in Oakland, Calif., at the city's historic Sixteenth Street Station; Austin, Texas; and, most recently, New York City during the 18th annual Tribeca Film Festival.

Joel Elmer – VP Sales, Caledonia Spirits

Caledonia Spirits in Vermont has appointed Joel Elmer as Vice President of Sales. He joins Caledonia Spirits after 20 years in executive sales roles at Brown-Forman, most recently as VP Northeast Division.

Elmer has managed sales teams throughout the U.S., including in New York, New Jersey, Illinois and Nevada, among other markets.



KEEL Vodka Voice Application

KEEL Vodka from Rhode Island, described as a "premium light vodka," has created a voice application, "KEEL Vodka," for all Amazon Alexa- and Google-enabled devices. KEEL Vodka used the Voicify Conversation Experience Platform. The app gives users step-by-step cocktail recipes, information on the gluten-free vodka and helps locate retailers who sell KEEL.



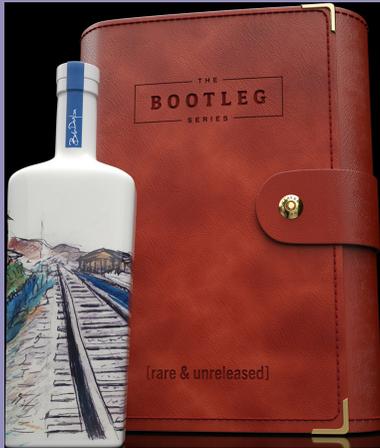
The app was created "to extend the healthy, carefree and balanced lifestyle of the brand," according to a company statement.

"We chose the Voicify Conversation Experience Platform, because it was easy for us to create, manage and deploy information about the KEEL Vodka brand to our customers," said Justin Obey, Marketing Director at KEEL Vodka. "The voice app lets our customers easily find drink recipes, nutritional information and other facts about our premium light vodka."

"Brand managers have told us they like the Voicify Conversation Experience Platform, because it offers an intuitive, easy-to-use interface that allows non-technical people to create, modify or update content," added Jason Fields, Chief Strategy Officer at Voicify. "This allows brands to create and maintain conversation experiences that are more dynamic and engaging. Brands are able to quickly modify their content and better understand their customers based on the questions asked."

Heaven's Door Spirits Bootleg Series

Heaven's Door Spirits in Tennessee, in collaboration with Bob Dylan, has released the first expression of its limited-edition Bootleg Series, a 26-year old whisky finished in Japanese Mizunara oak barrels.



This first release, Volume 1 of the Bootleg Series (55.75% ABV), is packaged in hand-made ceramic bottles featuring one of Dylan's best-known paintings, *Train Tracks*. It comes housed in an individually numbered collectible leather journal.

The Bootleg Series, named in tribute to Dylan's series of retrospective albums, will feature annual limited-edition releases of new whiskeys all aged, blended or finished differently. Each will be presented in hand-made ceramic bottles featuring one of Dylan's paintings, with each bottle being housed in a collectible case.

A 750-ml bottle sells for about \$500, and fewer than 3,000 bottles are available.



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The GlenDronach Cask Strength Batch 8 & The GlenDronach Master Vintage 1993 Sherry Cask

Scottish Highland distillery The GlenDronach has released Cask Strength Batch 8 and Master Vintage 1993, both created by Master Blender Rachel Barrie. The whiskeys aged in Pedro Ximénez and Oloroso sherry casks.



Cask Strength Batch 8 (61% ABV) aged for ten years. A 750-ml bottle sells for about \$95.

Master Vintage 1993 (48.2%) sells for about \$350 for 750-ml bottle.

Putnam New England Single Malt Whiskey

Boston Harbor Distillery has released Putnam New England Single Malt Whiskey (50% ABV), bottled-in-bond in honor of the 100th anniversary of the passage of the 18th Amendment, which started Prohibition.



Other Putnam Whiskey varieties include Rye, Red Wine Finish and Single Barrel Cask Strength, and prices range from \$40-\$80 for a 750-ml bottle. The Putnam series is only available for purchase at Boston Harbor Distillery.

Six Kingdoms - Mortlach Single Malt Scotch Whisky Aged 15 Years

Diageo and HBO have released the ninth and final whisky in the Game of Thrones Limited Edition Single Malt Scotch Whisky Collection: Six Kingdoms - Mortlach Single Malt Scotch Whisky Aged 15 Years (46% ABV).



Inspired by the finale of HBO's TV series, Six Kingdoms pays tribute to the fate of Westeros, whose long-held Seven Kingdoms ultimately became six at the conclusion of the show's climactic battle for the Iron Throne. It aged in first-fill sherry-seasoned casks and was finished in American oak ex-bourbon barrels.

A 750-ml bottle sells for about \$150.

Egan's Irish Whiskey Centenary

Egan's Irish Whiskey has released a special edition expression — Centenary (46% ABV) — to commemorate 100



years since the passing of co-founder Henry Egan.

Egan was a spirit merchant, bonder and bottler who made his mark on Irish history as a leading figure in the struggle for an independent Ireland.

A 750-ml bottle sells for about \$100, and only 5,995 bottles are available. Intrepid Spirits is the U.S. importer.

Black Infusions Vodka

Black Infusions will now offer online ordering and shipping to 30 states for Black Fig and Gold Apricot vodkas via www.blackinfusions.com.



"There has always been strong consumer demand for our products across the U.S., often in markets where Black Infusions was not available," said Michael Davidson, CEO of Black Infusions. "Now, using innovative e-commerce platforms, we'll be able to meet that demand for our customers."

Black Fig is a 100% natural, gluten-free spirit made with California fruit. The same infusion process is used for Gold Apricot. Both are kosher-certified and made without any artificial sugars, flavors or colors. A 750-ml bottle of each sells for about \$33.



Plain Spoke Cocktail's Brandy Old Fashioned

Plain Spoke Cocktail Co. in Wisconsin has released Brandy Old Fashioned (10% ABV). The cocktail is a Wisconsin-inspired drink served at nearly every supper club across the Midwest.



Plain Spoke's version is made with aged brandy, lemon-lime sparkling seltzer, Bittercube Trinity bitters and cane sugar.

A four-pack of 200-ml cans sells for about \$13.

Nicholas Collection Martini Shaker

Cork Pops' Nicholas Collection Martini Shaker (32 ounces) is a stainless steel and copper shaker with a decorative rubber



sleeve to provide grip to prevent slippage during shaking, in addition to insulating the hand from an icy exterior. It sells for \$64 at www.corkpops.com.

Modern Distillery Age Tasting Panel

In this week's tasting panel, we have notes on mixers, an Australian whisky and a bourbon.

All spirits are tasted blind. The panelists know only the style and ABV. The notes are a distillation of the panelists' comments.

The panelists vary with each panel but often include: Tom Jensen (Millstone Spirits), Dave Schmier (Independent Spirits Expo), David Talbot (Ultimate Beverage Challenge), John Henry (El Buho Mezcal), John Heffernan (Senior Master of Whisky), Renzo Kian-Kubota (Harry's Wine & Liquor Market), Olie Berlic (spirits & wine sales), Frank Whitman (food & drinks writer), Linda Kavanagh (MaxEx PR), Paul Zocco (Zok's Homebrewing & Winemaking Supplies), Ernie Adamo (spirits lover), Steve DeFrank (spirits lover), Dave Sokoloff (spirits lover), Phil Simpson (Asbury Park Distilling), Thomas Henry Strenk (drinks writer), Melissa Dowling (Editor of *Cheers*), Kyle Swartz (Managing Editor of *Beverage Dynamics*, *Cheers* & *StateWays*), Michael Anstendig (*Modern Distillery Age*) and Gregg Glaser (Publisher/Editor of *Modern Distillery Age*).

Taffer's Mixers

Chicago, Ill. — ~\$6 for a 32-ounce bottle

Cosmo

Sweet, tart, flowery and candy-like.

Pina Colada

Lots of good coconut aromas and flavors; a pleasant sweetness.

Margarita

Tart and mildly sweet.



Starward Australian Two-Fold Double Grain Whisky, 40%

Starward Australian Whisky, Melbourne, Australia, ~\$33

Imported by Park Street Imports; 60% wheat & 40% malt from Starward Nova Single Malt; distilled & aged separately in Australian red wine barrels

Amber with an aroma of plums, creosote, sweetness, barley and wine barrels. Easy and light in the taste like a classic Irish whisky along with juicy red wine flavors and some oak. A soft, silky body. Finishes dry with red wine juiciness and spices.



Angel's Envy Cask Strength Bourbon Whiskey Finished in Port Wine Barrels, 61.2%

Louisville Distilling, Louisville, Ky., ~\$200

Amber with an aroma of brown sugar, leather, candied oranges, violets, apple blossoms and grapes. In the taste are hibiscus, roses, rosehips, raisins, white peaches, pepper and alcohol warmth. A full body. A long finish with dried apples, pepper, toffee, spices and alcohol warmth.



The *Modern Distillery Age Tasting Panel* meets once or twice a month. Samples are sent by distillers and importers and are tasted blind. Samples can be sent to:
Modern Distillery Age
 228 Silvermine Avenue
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